

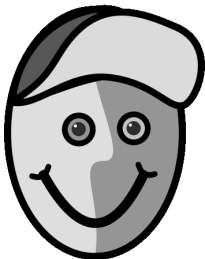
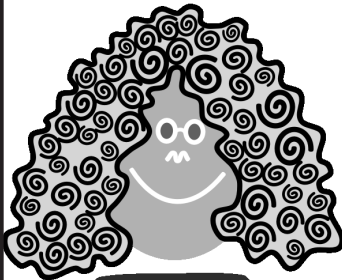
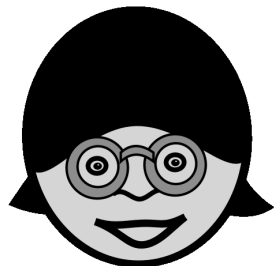
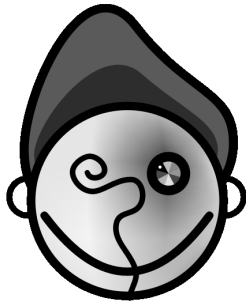
Healthy Vision Month May 2003 Resource Guide



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
National Eye Institute

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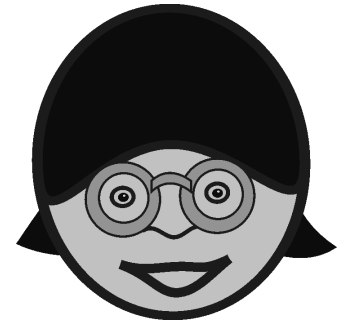
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Section One:

Healthy Vision Month Materials

Healthy Vision Month Free Materials



The National Eye Institute (NEI) has developed materials to help you raise awareness about the importance of protecting and preserving vision in children and adolescents. It is our hope that communities across the country will use Healthy Vision Month 2003 to help make children's eye health a health priority. Eye care, along with other childhood prevention measures, must be taken seriously for children to have healthy, productive, and positive living and learning experiences.

The Healthy Vision Month materials have been created for people and organizations who have an interest in children's health. These materials include

- Healthy Vision Month-at-a-Glance Calendar
- Activity Books for Children
- VISION—A School Program.

Please see below for detailed descriptions of the materials and suggestions for how you can use them. To order or download Healthy Vision Month 2003 materials, please visit www.healthyvision2010.org/hvm2003/ or use the order form on page 75.

Healthy Vision Month-at-a-Glance Calendar (May 2003)

The Healthy Vision Month-at-a-Glance Calendar has fun facts, tips, and myths about eyes and vision. This foldout poster is a great way to learn more about the eyes and provides an opportunity to promote the importance of healthy vision to school-aged children.

Suggested Uses

Teachers:

- Hang the poster in your classroom, and each day ask a different student to read aloud the fact of the day. Next to the calendar, hang a poster showing the different parts of the eye. Consider using other visual aids as needed. You also may want to encourage students to look up facts at the library or on the Internet.
- Use the animal facts for a science lesson.

- Use the calendar facts as "believe it or not" questions during a lesson on eye health.
- Have students make posters for Healthy Vision Month based on calendar facts.

Parents:

- Post the calendar on the refrigerator or elsewhere in your home. Once a week, encourage children to look up more facts related to one of the week's daily facts.
- Use the calendar facts as "believe it or not" questions at mealtime, or have children play games with the facts during long car trips.
- Visit the library to borrow a book about a famous person who is blind or visually impaired, such as Helen Keller or Stevie Wonder.
- Each week, prepare a meal with a food item that is very high in vitamin A, such as carrots or sweet potatoes, and mark it on the calendar. Encourage your child to use the library or Internet to learn how vitamin A helps the eyes do their job.

Activity Books for Children

See All You Can See: Activity Book For Ages 6 to 8

This interactive activity book contains mazes, games, and comic strips designed to help children between the ages of 6 and 8 learn about parts of the eye and how they work. The book also has information on eye safety and first aid for eye injuries.

Wild About Healthy Vision: Activity Book For Ages 9 to 12

This interactive activity book contains pages of word puzzles, family surveys, projects, and experiments designed to help children between the ages of 9 and 12 learn about parts of the eye and how they work. The book also has information on eye safety and first aid for eye injuries.

Suggested Uses

Teachers:

- Use the activity pages as handouts for science, health/safety, and art lessons.
- Celebrate Healthy Vision Month 2003 by assigning students a drawing or poster based on information and characters found in the activity book. Have students write a sentence or paragraph to go along with their drawing.

- Have older students write public service announcements about eye safety or other topics from the booklet and read them during morning or afternoon announcements.
- Have students complete the activities that fit your curriculum, then plan a class trip to visit a local eye care professional. If a class trip isn't possible, invite an eye care professional to visit your classroom!

Parents:

- Work through the activities with younger children, discussing what they have learned and answering their questions. Another option is encouraging older siblings to work with younger brothers and sisters in completing the activities.
- Challenge older children to complete an activity on their own, then have them explain or demonstrate what they have learned.
- Take your child to the library or use the Internet together to learn more about vision.
- Encourage your family to follow the eye safety guidelines outlined in the activity guides.
- Make a special effort during Healthy Vision Month 2003 to pay attention to the eye health of every family member, schedule eye exams, buy protective goggles to be worn by family members when they are working with tools, and talk to your child about first aid for eye injuries.

VISION—A School Program

This 16-page teaching guide contains a series of lesson plans and handouts that can be used by teachers and guest speakers to lead students in grades 4 through 8 in lively, interactive sessions on how the eye works, eye problems, and eye safety. Print a copy by visiting www.nei.nih.gov/education/visionschool/index.htm.

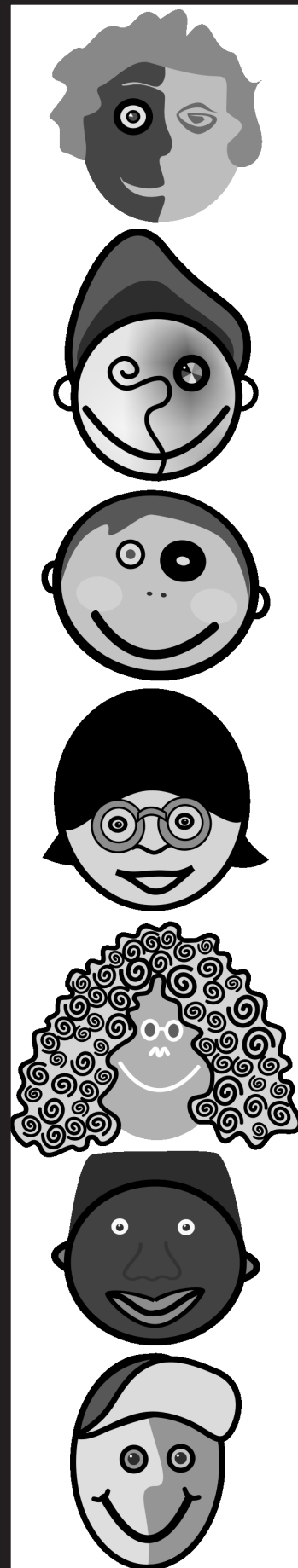
Suggested Uses

Teachers:

- Use the information in this guide during Healthy Vision Month (or whenever your curriculum requires you to do so) to plan lessons about the eye and eye health.

Section Two:

Tips for Community Event Organizers



Opening Questions



Your participation in Healthy Vision Month 2003 will improve the eye health and safety needs of children and adolescents in your community, but if you're like many organizers, getting started can be difficult. The following section is designed to help you develop your plans for Healthy Vision Month 2003. This section contains questions for you to address, activity ideas, an event planning checklist, and step-by-step plans for Children's Vision Day—a sample event that you can hold in your community.

To begin, information about the eye health and safety needs of children and adolescents needs to be gathered from the community (See page 14 for the Community Needs Assessment). You can start by asking the following questions:

- What types of eye health programs exist? Who conducts these programs? Community organizations? Community health departments? Community hospitals?
- How often are these programs scheduled? Once a year? Quarterly?
- What are the identified/known health problems of children in the community?
- Do the area schools address these health issues?

Find out what your community needs in eye health and education by learning about existing children's eye health programs in your community. You may be able to work with an existing program or try something on your own. Promote Healthy Vision Month 2003 in a manner that works for you!

Who Needs Eye Health Information and Services?

Healthy Vision Month 2003 targets eye health in children and adolescents. The following relevant groups can be reached through your community program:

- ☐ Children and adolescents between the ages of 6 and 17
- ☐ Parents and caregivers
- ☐ Schools, child care centers, and youth service organizations

Who can help spread the word about your program?

- ☐ News media
- ☐ Community leaders
- ☐ Community and parent organizations
- ☐ Local chapters of health professional associations
- ☐ Primary health care providers and practitioners.

Second, contact agencies and organizations in your community that focus on the health and well-being of children and adolescents. For example, you may want to contact

- Local members or affiliates of the National Eye Health Education Program (NEHEP) Partnership organizations. (See the Resources section on page 53 or visit www.nei.nih.gov/nehep/partroster.htm.)
- Local health departments, hospitals, clinics, and health maintenance organizations
- Local volunteer organizations and professional associations
- Local schools and departments of education

Ask community leaders about the best way to reach children and their parents with messages about health and safety.

Vision Care Community Needs Assessment

What public health activities for children and adolescents exist in your community?

Do these activities address eye health?

Do schools address eye health in their curriculum?

What vision care services are available to the community?

What community organizations address vision care?

What government agencies address vision care?

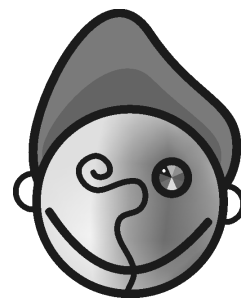
What youth organizations address eye health?

What parent groups address eye health?

What eye health resources are available to the community?

What vision care services are available to the community?

Who Can Help?



No single person or organization can do everything needed to educate a community about healthy vision. However, by forming partnerships, you can multiply your resources, reach more members of your target audience, and avoid duplication of effort.

- Determine your own resources in terms of staff, funds, facilities, expertise, and contacts.
- Solicit help from local nonprofit organizations, schools, social service organizations, civic and volunteer groups, fraternities and sororities, associations, and businesses. Focus on groups and organizations that work directly with your target audiences—children and adolescents, parents and caregivers, schools, child care centers, and youth service organizations. In addition to providing direct assistance in your outreach, groups may be able to donate funds, services (e.g., printing), and volunteers.
- If you need funds to accomplish what you want to do, ask for donations from local groups. Voluntary and civic groups and even retailers may be able to provide small donations, especially if you acknowledge their contributions.
- Offer small incentives, such as free parking or lunch, to volunteers, and reward them informally with words and tokens of appreciation.

Potential Partners

Faith-Based Groups. Many faith-based communities have a tradition of community service, a strong volunteer system, and access to traditionally hard-to-reach populations. Depending on the type of partnership you hope to form, you may want to contact youth ministers, faith-based educators and administrators, clergy who conduct confirmation or other “milestone” programs, leaders who run faith-based music and athletic programs, and local, regional, or national representatives of the faith-based organization with which you want to work. Many religious organizations already are working with parents and children through day care, after-school care, scouting, and programs that serve women and children living in homeless shelters or homes for victims of domestic violence. Connecting with religious groups in your community may yield an unexpected number of other partners.

Government Offices. Parents and caregivers can be reached through local health departments and public health clinics. Also contact libraries, Social Security Administration offices, the Cooperative Extension Service, and public housing authorities. Focus on local agencies and offices that have direct contact with children and their parents, such as the Women, Infants, and Children Program; the Department of Family and Child Services; Income Maintenance Administration; and the Department of Social Services.

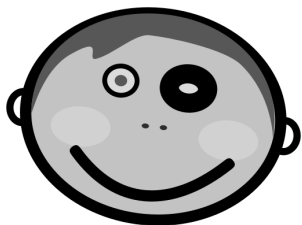
Health Care Providers. You can reach health care providers, such as pediatricians, eye care professionals, family practitioners, and nurses, in schools, doctors' offices, hospitals, and through their professional associations and places of work. You can contact health maintenance organizations and community hospitals through their departments of patient education and public relations. Hospital auxiliary groups may be able to provide volunteers.

Parent Groups. Community-based parent groups and local chapters of parent organizations such as the PTA are useful for reaching parents and caregivers of children and adolescents. You may want to look beyond your school's PTA and contact parent groups associated with private schools, athletic organizations, and music and arts programs. For example, many organizations have parent "booster" groups that may be willing to partner with you.

Youth Service Organizations. Local chapters of youth service organizations, such as Boys & Girls Clubs of America, YMCA, YWCA, Girl Scouts of America, Boy Scouts of America, youth sports teams, and Big Brothers Big Sisters of America, can provide you with opportunities to reach parents and caregivers. These organizations also can help you educate youth about eye health.

Community Service Organizations. Community organizations have all kinds of links to parents and children in the community. Many of them address health awareness in the community through annual activities. Consider contacting organizations such as the local Lions Club, Rotary Club, local graduate chapters of fraternities and sororities, Urban League, and college and university student groups.

Schools. Teachers, school nurses, coaches, and other school officials are links to parents in your community. They can help educate children and adolescents about maintaining healthy vision and avoiding eye injuries in sports-related and other activities. Also consider local colleges and universities because those student groups can serve as volunteers for your event.



Making It Happen: Activities That Work

The list of specific activities below includes ideas for reaching members of your target audience where they shop, work, worship, socialize, obtain health care, and access information. Some activities may be more appropriate than others, depending on your resources, the needs of your community, and the profile of your target audience. You may know of other activities that might work well in your community.

Businesses

- Ask shopping mall management to provide space for a table or exhibit booth where you can create an interactive information center for children and parents. Provide fun games and activities for children and teens, and distribute prizes and promotional materials to them. Use the Healthy Vision Month 2003 Activity Books and answer questions about children's eye health. (See page 8 of this guide.)
- Ask local businesses to include messages about healthy vision for children with their employees' paychecks. (See sample messages on page 40.)
- Ask supermarkets, drugstores, and other merchants to print healthy vision messages on their bags, bag stuffers, or receipts.
- Have utility companies and banks print messages accompanying bills and statements.
- Ask fast food restaurants to print messages on their paper tray liners or incorporate Healthy Vision Month 2003 messages into children's meals through stickers, pages to color, or activity pages to complete.
- Include a message about May being Healthy Vision Month 2003 on your organization's postage meter, fax cover page, Website, e-mail signature, and computer screen savers.
- Ask local businesses with printing capabilities to reproduce healthy vision materials. They might be willing to reproduce the VISION—A School Program to be used in local schools and youth organizations. Offer to include the name of the business on the materials to acknowledge the donation.

Schools and Youth Programs

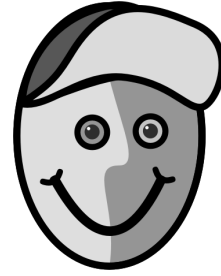
- Rent a costume or create a Healthy Vision Month 2003 mascot costume of your own. The mascot could attend all of the Healthy Vision Month activities as well as local sports games.
- Announce a fact from the Month-at-a-Glance Calendar over the intercom system each day.
- Ask a local eye care professional to speak at your May PTA meeting.
- Invite a local eye care professional into the classroom.
- Have students sign a “Vision Quest” pledge to take care of their eyes. (See page 39.)
- Hold a walk, marathon, or sports tournament for adults and youth to raise awareness about eye health. Other possible events include a youth mini-golf tournament, 5K race, basketball tournament, softball or baseball tournament, car wash, or bicycle race. Remember to require students to use safety goggles when participating in sporting activities. The proceeds would go to providing eyewear or eye care for youth.
- Have an eyeglass collection day and give the eyeglasses to a local service organization such as the Lions Club.
- Make posters promoting Healthy Vision Month to hang in schools and community locations like libraries, recreation centers, and government offices. You may want to turn this event into a contest!
- Hold a “Spectacular Specs Day.” Celebrate healthy vision by encouraging everyone to wear glasses (sunglasses and silly glasses, too!) to school on the first Friday of Healthy Vision Month.
- Sponsor a read-a-thon. See how many books youth can read during Healthy Vision Month. Award prizes to the winners.
- Hold a Vision Fair. This can be a fun event of eye games, eye prizes, information, and a photo booth where you can design a picture of yourself as a famous person, such as Ben Franklin, who wore eyeglasses.
- Have a Sight-Flag Raising Ceremony. A flag could be designed (through an art contest) and raised on May 1 at the city hall, school, or other public venue with a ceremony, speakers, and a proclamation of Healthy Vision Month 2003.

- Sponsor an essay contest. Choose a theme and invite local students to write an essay on healthy vision. Come up with a unique prize like breakfast with the mayor or other local celebrity.
- Hold a poetry contest. Choose a vision-related theme and invite local students to write poems on healthy vision. Then hold a poetry reading. You may want to tie this activity in with a vision or health fair in your local community.
- Invite local sports figures or celebrities and others to give presentations on how their vision helped them achieve their goals and aspirations.

Special Events

- Community events, such as parades, local health fairs, athletic games, and festivals, provide a great opportunity to distribute information about your program. For example, you could set up a table at the entrance gate of a sports event and pass out information related to children's eye health. You can prepare a scoreboard or loudspeaker announcement.
- Invite speakers. Presentations can take place at parent groups, youth service organizations, libraries, club meetings, recreation centers, community hospitals, places of worship, and work sites. For example, you might want to invite a local sports celebrity to your recreation center to speak to youth and parents about the importance of healthy vision in sports activities.
- Ask your mayor or Governor to proclaim a children's eye health awareness week or month in May. (See the Sample Proclamation on page 37.) Invite local news media to cover this event.
- Work with places of worship to incorporate Healthy Vision Month 2003 ads into their bulletins or to make materials available after services or social events.
- Set up a special exhibit on eye health at your local library. Organize a special reading section.
- Ask high school clubs or art classes to design and construct banners or portable exhibits for use at community events.

Event Planning



Community events are useful for spreading the message about the importance of healthy vision. You can involve local businesses, organizations, schools, faith communities, families, and individuals. You might hold a health or children's fair, festival, walk-a-thon, spaghetti dinner, or other activities. Whatever you choose, be sure the event will be attractive to your target audience.

Once you've decided what type of event to have, it's time to start planning. The key to your event's success is to prepare, prepare, prepare! Preparation is especially critical if you seek funding from agencies and organizations. You should develop your own checklist to cover the specific details of your community event and include a timeline to help you get everything done!

The following checklist contains sample items that may help to guide you through the event-planning process.

Checklist: Organizing an Event

Getting Started

- ✓ Visit www.healthyvision2010.org/hvm2003/ to get ideas for an event.
- ✓ Determine what type of commitment and resources you need to get the message of Healthy Vision Month 2003 publicized.
- ✓ Assess community needs and identify a target audience for your efforts.

Getting Others Involved

- ✓ Establish a planning committee.
- ✓ Hold initial organizing meeting.
- ✓ Appoint someone to coordinate all of the elements of the event and/or to coordinate outreach for the program.

Getting Resources

- ✓ Determine your own resources in terms of staff, funds, facilities, expertise, and contacts.
- ✓ Solicit help from other organizations such as local nonprofit groups, civic and volunteer groups, and businesses.
- ✓ If funds are required, try to get donations from area businesses and retailers.
- ✓ Secure commitments from participating organizations.

Firming Up the Details

- ✓ Select the date, time, and duration of the event (if an event is planned).

- ✓ Register your event online at www.healthyvision2010.org/hvm2003/
- ✓ Secure the venue for the event.
- ✓ Design the event program.
- ✓ Monitor costs.
- ✓ Invite and secure speakers for the event.
- ✓ Tailor related materials in the resource guide to match the needs of your event.
- ✓ Create event flyer or poster and distribute them.
- ✓ Contact local media organizations to secure promotional opportunities.
- ✓ Send out a promotional mailing to potential participants (organizations and individuals).
- ✓ Follow up with press efforts to publicize the celebration.
- ✓ Send out announcements to community calendars.

- ✓ Assign staff to help coordinate activities.
- ✓ Confirm date with speakers.
- ✓ Reserve equipment needed for the event.
- ✓ Send out complete event update with speakers list, celebrities, activities, etc.
- ✓ Follow up with vendors, speakers, and activity coordinators to make sure the schedule is followed.
- ✓ Double check with press contacts if needed.

Day of Event

- ✓ Have fun promoting healthy vision in your community.

After Event

- ✓ Send thank you notes.
- ✓ Complete and return the Healthy Vision Month response card. (See page 73.)

Sample Event: Children's Vision Day



Planning an event can require a lot of time, effort, and organization. If you're running short on time and energy, you may want to hold the following sample event in your community. Feel free to use this outline to help you plan and organize your event.

Children's Vision Day Saturday, May 10 10 a.m. to 2 p.m. Hometown Mall

Objective:

Children's Vision Day allows families to learn about the importance of eye health in children and adolescents. The celebration includes an interactive center of games and activities for youth between the ages of 6 and 17, a puppet show, materials for parents, and a guest speaker.

Getting Started:

- ✓ Visit www.healthyvision2010.org/hvm2003 to get ideas and order materials.
- ✓ Assess community needs and identify target audiences for your efforts.
- ✓ Establish a planning committee.
- ✓ Hold an initial organizing meeting.
- ✓ Divide up the tasks to be completed and fill in the task assignments worksheet. (See sample on page 24.)

Task Assignments

Lead Event Coordinator(s) (oversees all event tasks):

Media Outreach Coordinator (handles all media contact before, during, and after the event):

Games and Activities Coordinator (creates all games and activities for youth):

Promotion Coordinator (works closely with Media Outreach Coordinator on event promotion):

Facilities Coordinator (works with mall personnel and others on crafting the event space):

Speaker Coordinator (works with other organizations to locate a good guest speaker):

Parent Materials Coordinator (gathers and displays parent materials):

Youth Materials Coordinator (works with the Games and Activities Coordinator and Parent Materials Coordinator to obtain any materials needed for youth):

Puppet Show Coordinator (finds drama club, communicates with drama teacher to develop content, and ensures that the puppeteers have all necessary materials and supplies on the day of the event):

Partnership Coordinator (coordinates partnerships with other agencies and organizations):

Who Is the Audience?

Children's Vision Day will attract families—parents and children under the age of 12. We want the day to be a fun, interactive learning environment for children and an informative event for parents.

Finding a Location

Children's Vision Day will be held in a local mall, near the children's play area. Holding the event in a mall is ideal because (1) we don't need a rain plan; (2) it allows us to attract mall shoppers who might not have received advance notice of the event; and (3) the mall is a place that parents and children are likely to visit on a Saturday.

Making a Schedule

A few “anchor” events for parents and children will help attract them to the event. Here is our schedule for the day:

10 a.m.	Event begins
10:30 a.m.	Puppet show
11:30 a.m.	Guest speaker
1 p.m.	Puppet show

Puppet Show Prospects

Recruit a teen club or youth group to write and perform a puppet show for elementary school children on healthy vision. A list of possible groups that might be willing and able to take on this task include high school drama clubs, youth theater programs, scouting organizations, faith-based youth groups, high school service organizations like chapters of the National Honor Society and Key Club, and those Boys & Girls Clubs of America that have drama programs.

Guest Speaker

Recruit a guest speaker to make a 20-minute presentation to parents during Children's Vision Day about eye health among children and adolescents. In your search for a speaker, first contact local eye care professionals, government officials, and celebrities. Then contact local members or affiliates of the NEHEP Partnership organizations. (See the Resources section on page 53.) Register your event online at www.healthyvision2010.org/hvm2003.

Activities and Games

Ensure that children's activities and games are to be fun and educational. Design stations to appeal to a variety of children's interests. Here are some examples:

Station 1: Animal Eyes Coloring Station

Provide four coloring sheets highlighting a different fact about animal eyes and include a picture of the animal.

Fact 1: Scorpions have as many as 12 eyes!

Use the picture of a scorpion purchasing several pairs of sunglasses from page 15 of *VISION—A School Program*. (See page 9.)

Fact 2: With players on base, a baseball pitcher has to crane his neck to check base runners and his catcher's signal before delivering the pitch. However, if a type of bird called an American woodcock was standing on the mound, it could see all the bases, home plate, the entire outfield, and the entire stadium, including most of the ceiling of an astrodome—without moving its head.

Use the picture of the woodcock in a baseball hat from page 15 of *VISION—A School Program*. (See page 9.)

Fact 3: The eyes of hawks and eagles have special retinas with many small, light-sensitive cells. This gives them vision almost eight times better than humans and helps them see small rodents from high above.

Look for a picture of hawks and eagles flying high above the earth that children can color.

Fact 4: Tropical fish and many brightly colored animals have more color vision cells than humans. These extra cells allow them to see colors humans cannot.

Look for a picture of tropical fish that children can color.

Station 2: "My Favorite Things" Face Painting

"What are your favorite things to see?" Children will answer the question in many ways, including things they only "see" through stories and their imaginations, like unicorns. Once they've listed their favorite thing to see, a face painter can paint it on their faces!

Station 3: Activity Pages

At this station, children will be able to complete activity pages that incorporate vision health terms. Activity pages include word searches, crossword puzzles, and diagramming the different parts of an eye from the Activity Books and VISION—A School Program. (See page 9.)

Station 4: Ball Toss (Allow 15 to 20 minutes per group.)

Divide participants into groups of no more than 10 children. Ask participants to guess how many balls they think they will catch when they can see through both eyes and how many they will catch when they can see only with one eye. Then ask participants to toss a ping pong ball within their groups. During the first round, allow members to use both eyes. Remind them to count the number of times the ball is thrown to them and the number of catches they make. Then blindfold or place an eye patch on each member so that they can see only through one eye. Toss the ball and record the number of catches. Feel free to use our sample ball toss scorecard below. Then discuss the following questions:

- Was it easier to catch the ball when you could see with one or two eyes? Why?
- How did it feel to miss the ball?

Child's name	Number of throws	Catches using both eyes	Catches using one eye

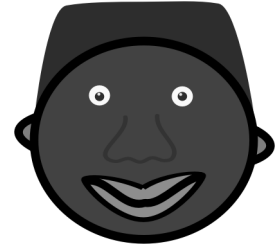
Materials

Order materials to be displayed during Children's Vision Day. The Month-at-a-Glance Calendar, Healthy Vision Month Activity Books, and VISION—A School Program are good items to distribute. (See pages 7-9 for a description of these materials.)

Checklist

- ✓ Register event online at www.healthyvision2010.org. This will allow organizations and individuals interested in healthy vision in your community to learn about your event.
- ✓ Design, print, and copy posters promoting the event to be hung all over town.
- ✓ Design, print, and copy posters to be used on the day of the event.
- ✓ Talk to shopping mall management to secure space for the event.
- ✓ Recruit teen group to put on a puppet show. Work with them to ensure that the show's message coincides with your message for the day.
- ✓ Borrow folding tables and chairs.
- ✓ Design, print, and copy animal eyes coloring pages.
- ✓ Design, print, and copy activity worksheets.
- ✓ Assign someone the task of photographing the event.
- ✓ Purchase supplies for children's games and activities: face paint, brushes, crayons, magic markers, pencils, ping pong balls, and bandanas, patches, or other materials to cover eyes during the ball toss.
- ✓ Line up guest speaker. Call one week before the event to confirm.
- ✓ Order materials for parent display.
- ✓ Contact the media to promote the event.
- ✓ Send public service announcements (PSAs) to the media.
- ✓ Contact media during the week of the event to see if they are sending reporters to cover it.
- ✓ When the event is over, share your success story with the NEI by completing and mailing the response card on page 73.

Measuring Your Success



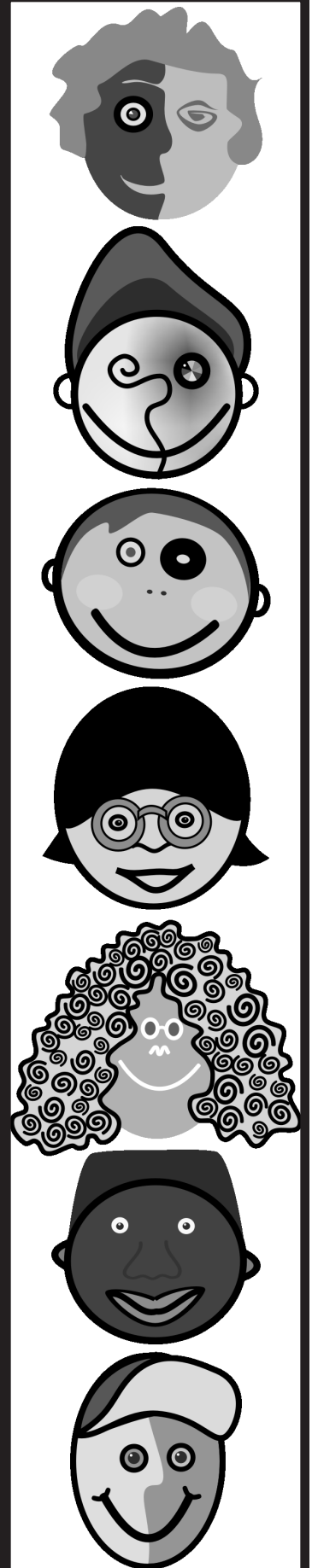
Step back periodically and check how well your program is working and where you can improve it. Identify small problems and make adjustments before major ones develop. Monitor schedules and budgets. Staff, volunteers, and the rest of the community can see what has been accomplished—an important ingredient in maintaining momentum and enthusiasm for your program.

- **Monitor materials dissemination.** Track the number of materials distributed to your audience. For example, how many Activity Books have you distributed within the community? If the number seems low, try to make adjustments. Can you leave copies for children and parents to take at your local library?
- **Monitor your program timetable.** Check periodically to ensure that deadlines are being met and resources used efficiently. Do you need to make schedules more realistic or to assign more people to a certain task?
- **Track and analyze media coverage.** Scan newspapers and monitor radio and television programs to learn how often your program receives coverage. How many articles, editorials, or letters have been published by the newspapers you contacted? How often has a radio station used the live announcer copy you sent? If media coverage seems low, call your media contacts to remind them of the importance of your program.
- **Monitor attendance.** Learn whether you are reaching your audience through tracking measures that may include counting the number of people who stop by booths at health fairs or malls, counting the number of audience members at presentations, or asking how people learned about an event.
- **Obtain feedback.** Ask for feedback from cooperating organizations, volunteers, and participants. Find out what worked particularly well, which areas need improvement, how improvements can be made, and what they would be willing to do next. Find out which activities they liked best.
- **Note future changes.** To modify procedures, look for more effective ways to distribute materials or shift resources. Share your successes and lessons learned.

- **Continue efforts.** Publicize and promote your successes with a press release, or show your appreciation to sponsors and participants through an awards ceremony. Add other types of activities and repeat those that work best. Tell potential sponsors about your successes, and ask for their help in the next phase of your program.
- **Provide feedback.** Use the Healthy Vision Month Response Card in the back of this Resource Guide to let the NEI know about your program. We would like to include your ideas in future guides. Send your response card to Healthy Vision Month, National Eye Institute, Building 31, Room 6A32, 31 Center Drive, MSC 2510, Bethesda, MD 20892-2510.

Section Three:

Healthy Vision in Action



Sample Materials



This section of the Resource Guide provides you with sample materials that can be used to promote healthy vision in your community. In this section you will find

- **Tips for Website Promotion and Sample Web Announcement.**

Feel free to use any or all of these ideas to help you promote your Healthy Vision Month 2003 activities and/or events on the Web.

- **A Sample Cover Letter for Product Distribution.**

You can use this letter to make other organizations in your community aware of Healthy Vision Month 2003 and the materials that are available for groups or individuals interested in children's eye health. (See pages 7-9 for a description of these materials.)

- **A Sample Proclamation.**

You can provide your Governor or mayor with this proclamation as a way to encourage him or her to proclaim May 2003 as Healthy Vision Month in your State or city.

- **A Sample Invitation.**

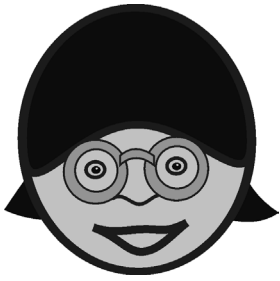
You can use this invitation to announce your Healthy Vision Month 2003 event to the community and invite groups or individuals interested in children's eye health to your event.

- **A Vision Quest Pledge.**

Have children sign this pledge to take care of their eyes.

- **Sample Messages.**

You can use these sample messages to promote the importance of children's eye health to members of your community.

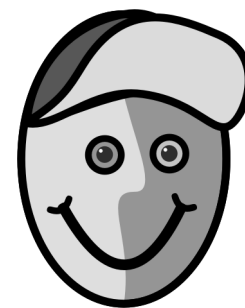


Tips for Website Promotion

Does your organization have a Website? If so, you may want to consider using it to promote Healthy Vision Month 2003 and any events or activities you are hosting for the month. To download a banner for HVM 2003 that you can post on your Website, visit www.healthyvision2010.org/hvm2003/.

You also may want to consider including content about the importance of protecting and preserving vision in children and adolescents on your Website, adding the National Eye Institute to your resource list, and including a link to the Healthy Vision Month 2003 Website in your online newsletters or listservs.

Sample Web Announcement



[INCLUDE HEALTHY VISION MONTH 2003 BANNER HERE. This banner can be downloaded at www.healthyvision2010.org/hvm2003/.]

**Don't lose sight of healthy vision:
Eye care is an important part of your child's health care.**

Every year, toys and home playground equipment cause more than 11,000 mostly preventable eye injuries in children. Understanding potential dangers and having adult supervision is the key to preventing the next injury.

Encourage your child to practice eye safety. Talk to your child about the dangers of using fireworks. Require your child to wear protective goggles when playing high-risk sports like baseball or basketball, using machinery like lawn mowers, or working with household chemicals. Do not allow your adolescent to wear contact lenses unless prescribed by an eye care professional.

For more information about children's eye health and safety, call or e-mail [ADD YOUR ORGANIZATION'S TELEPHONE NUMBER AND E-MAIL].



Sample Cover Letter for Product Distribution

One of the best ways to get the message of Healthy Vision Month (HVM) in public view is to distribute HVM 2003 materials to locations where the message will best reach your target audience. Whether you are distributing the HVM Activity Books or calendar to local businesses or to schools, we hope this letter will be useful in helping you get the HVM message out.

Below is a sample letter you can use to help get HVM 2003 materials distributed throughout your community. Feel free to tailor it your specific project.

[DATE]

[NAME/ADDRESS]

Dear [NAME]:

Every year, toys and home playground equipment cause more than 11,000 mostly preventable eye injuries in children. Understanding potential dangers and having adult supervision is the key to preventing the next injury.

In May of this year, [NAME OF YOUR ORGANIZATION] is joining with the National Eye Institute (NEI) a part of the Federal government's Department of Health and Human Services, to celebrate Healthy Vision Month. The purpose of HVM 2003 is to educate parents, children, and others about children's and adolescents' eye health and safety.

We ask you for assistance in this important endeavor. Enclosed are materials for HVM 2003—including Activity Books for children aged 6 to 8 years and 9 to 12 years and a Month-at-a-Glance Calendar containing 31 interesting facts about the eyes. You can distribute these materials and help educate the public about the importance of protecting and preserving the eye health of children and adolescents.

Additional copies of these materials can be ordered by calling [YOUR TELEPHONE NUMBER].

We look forward to your participation in this national effort to improve the eye health of our country's children and adolescents.

Sincerely,
[YOUR NAME]

Sample Proclamation



Healthy Vision Month, May 2003

Every year, toys and home playground equipment cause more than 11,000 mostly preventable eye injuries in children. Understanding potential dangers and having adult supervision is the key to preventing the next injury.

It is imperative that parents and caregivers make eye health and safety a priority in their household. Eye care is an important part of your child's health care.

In recognition of the importance of making children's eye health a priority, I [NAME], [TITLE], of the [STATE OR CITY] do hereby proclaim May 2003 Healthy Vision Month. I urge parents and others to take the steps necessary to protect and preserve the eye health of children and adolescents.

Signature

[MAYOR, GOVERNOR]



Sample Invitation

The following text can be used for invitations to community and special events.

**Don't lose sight of healthy vision:
Eye care is an important part of your child's health care.**

We invite you to join us in celebrating May as Healthy Vision Month, a national effort to improve the eye health of children and adolescents.

[NAME OF YOUR ORGANIZATION] has organized [DESCRIPTION OF EVENT] to observe Healthy Vision Month 2003, and [NAMES OF COMMUNITY LEADERS/LOCAL OFFICIALS] will attend. We plan to hold the event at [YOUR FACILITY'S NAME] on [MONTH/DAY] at [TIME OF EVENT].

The purpose of [NAME OF YOUR ORGANIZATION'S] Healthy Vision Month 2003 event is to educate parents and caregivers about the importance of protecting and preserving the eye health of children.

For more information, call [CONTACT NAME AND TELEPHONE NUMBER].

Vision Quest Pledge



I, _____, hereby pledge not to lose sight of healthy vision.

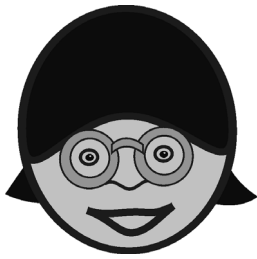
I understand the dangers of fireworks and will not use them. I promise to use protective goggles when playing high-risk sports like baseball and basketball, using machinery like lawn mowers, or working with household chemicals. I will not wear contact lenses unless prescribed by an eye care professional. I promise to wear sunglasses to protect my eyes from harmful UV rays.

I understand that there are many dangers to my eyesight and promise to make eye health and safety a priority.

Signature

Date

Witness



Sample Messages

Each of these messages can be used as an ad, payroll slip, bag stuffer, or radio public service announcement.

Sample Message 1

Don't Lose Sight of Healthy Vision

Every year, toys and home playground equipment cause more than 11,000 mostly preventable eye injuries in children. Understanding potential dangers and having adult supervision is the key to preventing eye injury.

Make eye safety a priority in your household. Eye care is an important part of your child's health care.

For more information about children's eye health and safety, call [YOUR ORGANIZATION'S TELEPHONE NUMBER].

Sample Message 2

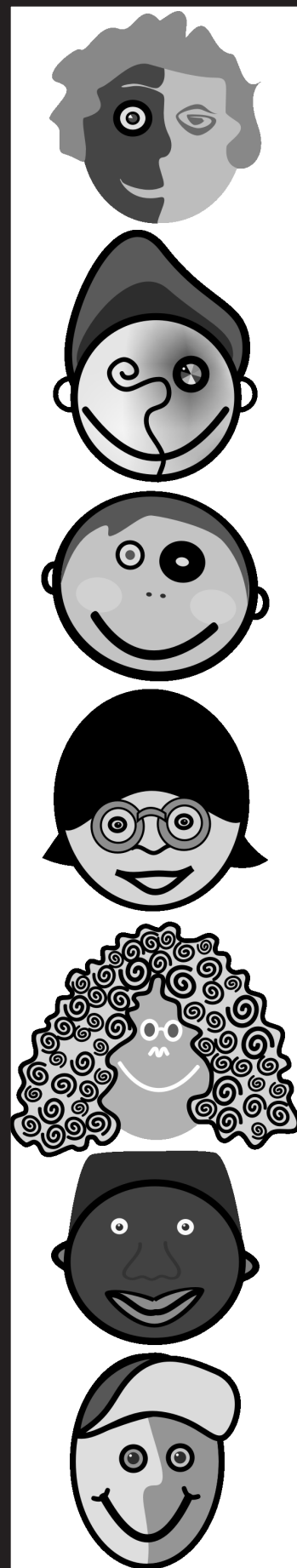
Don't Lose Sight of Healthy Vision

Each year, hospital emergency rooms treat nearly 40,000 victims of sports-related eye injuries. Most of these injuries can be prevented with the use of protective eyewear.

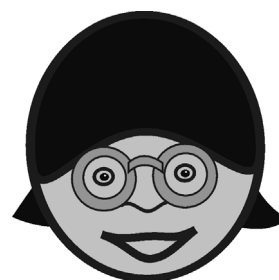
Don't Lose Sight of Healthy Vision: Eye care is an important part of your child's health care.

For more information about children's eye health and eye safety, call [YOUR ORGANIZATION'S TELEPHONE NUMBER].

Section Four:
*Getting Media
To Report on
Healthy Vision Month*



Media Guide



The news and entertainment media are powerful influences in our society. They can shape public opinion and change public attitudes. The media can educate people about ways to live longer, healthier, and more productive lives. With a few tools and a little planning, you can use the media as a venue to get the message out about Healthy Vision Month (HVM) 2003 and help make your HVM activities a success.

As you carry out your own community-based program, it is important to develop positive working relationships with the print and broadcast professionals in your community. These relationships will be the key in making the media a part of your team. The information that follows will help you generate media coverage for HVM 2003.

Step One: Determine Your Goals

Before you approach members of the media to involve them in promoting your healthy vision program, establish clear objectives. Exactly what do you want to accomplish? Do you want to improve public awareness? Find funding sources for your program? Influence local leaders? Get people to participate in an activity?

Your answers to these questions will determine what your messages will be and which vehicles will be most effective in conveying your messages to your target audiences—children and adolescents; parents and caregivers; and schools, child care centers, and youth service organizations.

Step Two: Develop Local Messages

Once you have determined your goals, you can develop your message. An effective message is clear, concise, accurate, easy to understand, and powerful. Most important, it must have meaning for your target audiences.

Your message is the foundation for your education efforts and should appear in brochures, factsheets, news releases, public service announcements (PSAs), posters, and any other materials you develop. Choose a message that states simply and clearly what you are trying to accomplish.

Step Three: Develop or Update Your Media List

Prepare an up-to-date media list that includes

- Local newspaper, television, and radio reporters who cover health, community news, and other stories of interest to or about your target audience
- Hosts and producers of local television and radio shows
- Radio and television personalities
- Public service and/or advertising directors at television and radio stations, newspapers, and magazines
- Editors at association, faith institution, and other newsletters/newspapers that target your audience
- Others who are interested in your message.

If you know people at local associations who work with the media, ask them for copies of their mailing lists. Check your local library for the trade and community publications that list local and regional media. Compile a list of names, addresses, telephone numbers, fax numbers, and e-mail addresses for members of the media you wish to contact. Remember to update your media lists frequently (three or four times per year is recommended). Some media outlets have a steady rate of personnel turnover, so it is always a good idea to call and verify contact names and phone/fax numbers before you send out a pitch letter, media advisory, or press release.

Step Four: Do It!

With the plan, motivating messages, and an up-to-date media list, you are on your way. Here are some tips on how to communicate successfully with the media.

Reporters will ask for factsheets or background materials on your program. Have materials ready before you contact the media. For example, a news release and media advisory, news conference, editorial board meeting, op-ed, letter to the editor, and public service announcement are avenues for getting media coverage of the important work you are doing to help make children's eye a health priority. Each of these serves a different purpose and delivers the message in a different way.

News Release

A news release is a short news story sent to print and broadcast reporters. A news release alerts reporters about something newsworthy so they can write about it or produce a story for local news, cable news, or the radio. (See page 48.)

The media may determine the "newsworthiness" of your event or activity using these guidelines:

- Is your story out of the ordinary/unusual?
- Is your story timely? (Yesterday's news is old news.)
- Does your event/activity involve a public figure, celebrity, or well-known organization?

News Conference

Keep in mind that media representatives are busy people. Hold a news conference only if you have a good reason. You must have something truly newsworthy to announce, such as a new program, an important achievement, new statistics or research, or other information that is important to many people in your area. A local official or celebrity should be at the event to help make the announcement.

Editorial Board Meeting

An editorial board is a group of staff writers and editors who meet regularly to discuss hot issues in the community. You probably have read newspaper editorials in which a publication endorses candidates running for public office. The decision to endorse a politician usually is made after the editorial board has met with all of the major candidates.

The issue of children's eye health is important to the community. Try to arrange a meeting with the board to tell them about your issue and program. Perhaps the board will write a supportive editorial or have a columnist write an article for the "op-ed" page.

Opposite-Editorial (Op-Ed)

Op-eds tend to focus on issues that are of great importance to the broader community, such as community health and safety, pending legislation, and public policy concerns. Guest op-eds from community leaders or experts on a particular issue appear on editorial pages, usually positioned "opposite" the editorial page containing editorials written by the newspaper. You may want to write an op-ed or seek out an expert in eye health who can write in support of Healthy Vision Month.

Letters to the Editor

Many letters are written to the editors of newspapers every day. Few are published. To increase the chance that your letter appears:

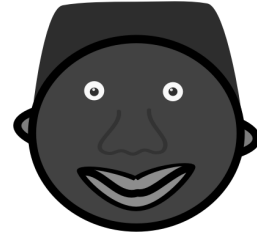
- Find out what the newspaper's policy is about letters to the editor.
- Tie in with something current that will make your letter newsworthy, such as a story that recently appeared in that newspaper.
- Use facts to support your position.
- Offer a solution or action that can help.
- Make sure you are available and prepared to answer questions if someone from the media calls.
- Identify yourself. If you must ask for anonymity, explain why.

Public Service Announcements

PSAs can be used on TV and radio, in newspapers and magazines, or even on the Internet. PSAs look like paid advertisements and commercials, but in this case, the media outlet has donated that time or space to help an organization spread a socially relevant message.

If they are created effectively, PSAs can be great message carriers. The downside of PSAs is that competition for unpaid advertising space can be fierce. Most outlets have a PSA director who chooses and places PSAs. Some smaller outlets use their advertising director for this role. Send the PSA for review, along with a cover letter and a press kit, and then follow up with a phone call. Make sure that these decision makers have enough information to understand why they should run your PSA. (See page 49.)

Media Contact Sheet



A media contact sheet can be used to record contact information about reporters in your area. The Notes section is a good place in which to highlight necessary followup.

Name of media organization: _____

Address: _____

Media type (e.g., newspaper, TV, radio): _____

Reach (circulation, broadcast area): _____

Name of reporter/contact: _____

Title of contact: _____

Phone: _____

Fax: _____

E-mail: _____

Notes _____



Sample Press Release

FOR IMMEDIATE RELEASE

Contact: [YOUR SPOKESPERSON]

Phone: [XXX-XXX-XXXX]

E-Mail: [E-MAIL ADDRESS]

[WEBSITE]

[ORGANIZATION] To Focus on Healthy Vision

Toys and home playground equipment cause more than 11,000 mostly preventable eye injuries in children every year. Understanding potential dangers and having adult supervision are key to preventing the next injury.

This May, [NAME OF YOUR ORGANIZATION] is joining with the Federal government's National Eye Institute to celebrate the first-ever Healthy Vision Month (HVM). HVM 2003 seeks to educate parents, children, and others about children's and adolescents' eye health and safety.

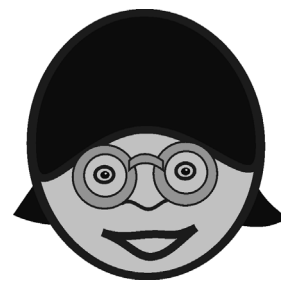
"Our goal is to inform parents and caregivers that eye care is an important part of a child's health care," said [INSERT NAME OF ORGANIZATIONAL SPOKESPERSON]. [NAME OF YOUR ORGANIZATION] encourages parents and caregivers to talk to their child about eye safety and the importance of wearing goggles when playing high-risk sports like baseball and basketball, using machinery like lawn mowers, or working with household chemicals.

HVM activities spearheaded by [YOUR ORGANIZATION] in May include [PROVIDE A BRIEF OUTLINE OF YOUR ACTIVITIES/EVENTS OR OUTREACH EFFORT] and will be held on [DATE, TIME, AND LENGTH OF EVENT].

HVM is an educational initiative launched by the National Eye Institute (NEI), a part of the U.S. Department of Health and Human Services. The NEI's research on eye diseases and disorders leads to sight-saving treatments and plays a key role in reducing visual impairment and blindness.

For more information about [ORGANIZATION'S] celebration of HVM, please contact [SPOKESPERSON NAME] at [TELEPHONE NUMBER AND/OR E-MAIL ADDRESS].

Sample Radio PSAs



Healthy Vision Month PSA

Live Read Radio :30

“Don’t Lose Sight of Healthy Vision”

Station Announcer:

Does your child participate in an organized sports league?

What kind of eye protection does your child wear when playing sports?

Think about it.

Every year, more than 40,000 people visit the emergency room with sports-related eye injuries. Many of these injuries could have been prevented by wearing protective eyewear.

Don’t Lose Sight of Healthy Vision: Eye care is an important part of your child’s health care. Make eye safety a priority when playing organized sports.

A public service message from this station and [NAME OF YOUR ORGANIZATION].

Healthy Vision Month PSA

Live Read Radio :15

“Don’t Lose Sight of Healthy Vision”

Station Announcer:

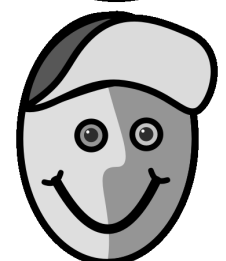
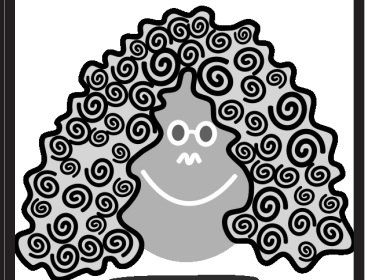
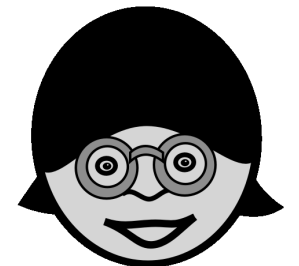
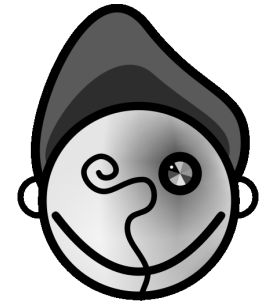
Each year, toys and home playground equipment cause more than 11,000 mostly preventable eye injuries in children.

Don’t Lose Sight of Healthy Vision. Eye care is an important part of your child’s health care. Make eye safety a priority in your household.

A public service message from this station and [NAME OF YOUR ORGANIZATION].

Section Five:

Resources



Resources



The following organizations provide programs, services, and/or resources for children and adolescents. For more information, visit www.nei.nih.gov/nehep/partroster.htm.

American Academy of Ophthalmology

655 Beach Street

San Francisco, CA 94109

Phone: 415-561-8500

Fax: 415-561-8533 or 415-561-8567

Website: www.aao.org

Description

The American Academy of Ophthalmology's (AAO) mission is to advance the lifelong learning and professional interests of ophthalmologists to ensure that the public can obtain the best possible eye care. AAO provides professional and public education and ophthalmic advocacy, practice, and relations for its members.

Materials for Children and Adolescents

AAO's Patient Education Department has printed material on the following topics:

- Amblyopia
- Strabismus
- Pseudostrabismus
- Ptosis in Children
- Eye Safety for Children
- Learning Disabilities
- Video Display Terminals and the Eye.

American Optometric Association

243 North Lindberg Boulevard

St. Louis, MO 63141

Phone: 314-991-4100

Website: www.aoanet.org

Description

The American Optometric Association (AOA) seeks to advance the availability and accessibility of quality eye, vision, and related health care; to represent the profession of optometry; enhance and promote the independent and ethical decision making of its members; and to assist doctors of optometry in practicing successfully in accordance with the highest standards of patient care. The AOA supports year-round programming to educate Americans about their vision and eye health and encourages people to take steps to preserve and protect their vision.

Materials and Programs for Children and Adolescents

1. Consumer pamphlets are available through the AOA Order Department at 1-800-262-2210.

- Answers to Your Questions About Lazy Eye
- Answers to Your Questions About Nearsightedness
- Answers to Your Questions About Farsightedness
- Answers to Your Questions About 20/20 Vision
- Answers to Your Questions About Eye Coordination
- Answers to Your Questions About Vision Therapy
- Answers to Your Questions About Strabismus
- Answers to Your Questions About Bifocals for Children
- Answers to Your Questions About Conjunctivitis
- Your Preschool Child's Eyes
- A Look at Reading and Vision
- Your School-Age Child's Eyes
- A Teacher's Guide to Vision Problems
- Toys, Games, and Your Child's Vision

2. Children's Vision Eye Chart

This laminated chart is designed to help teach children about vision.

3. Seymour Safely Program

For more than 20 years, the Seymour Safely program has visited schools, camps, day care centers, and optometric offices across America to help children (and their parents) learn proper eye care habits.

4. Spanish language materials

■ "Ojos por el mundo," is a comic book in the style of libritos, which appeals to Spanish-speaking children and teens.

■ "La vista de los niños," is a factsheet describing children's vision problems.

■ "El camino de la vista," is a diagram of the eye with the major parts labeled in Spanish.

5. "Pediatric Eye and Vision Examination: Optometric Clinical Practice Guidelines 2nd edition, 2002," contains professional guidelines for the examination of school-age children.

6. Back-in-School Program

A kit developed for use by members of the American Optometric Association that includes the "Back-in-School" Eye Test—a continuation of the highly successful "Great American Eye Test" for children—and many factsheets including "Understanding the Difference Between Vision Screenings and Vision Exams."

Association for Education and Rehabilitation for the Blind and Visually Impaired

4600 Duke Street, Suite 430

P.O. Box 22397

Alexandria, VA 22304

Toll-free: 1-877-492-2708

Phone: 703-823-9690

Fax: 703-823-9695

Website: www.aerbvi.org/

Description

The mission of the Association for Education and Rehabilitation for the Blind and Visually Impaired (AER) is to develop and promote professional excellence through support of those who provide services to people with visual impairments. AER organizes professional conferences and seminars, publishes journals and publications, provides certification of professionals, and promotes legislative efforts for vision issues.

Glaucoma Foundation

116 John Street, Suite 1605

New York, NY 10038

Toll-free: 1-800-GLAUCOMA (800-452-8266)

Fax: 212-651-1888

Website: www.glaucomafoundation.org/

E-mail: glaucomafdn@mindspring.com

Description

The Glaucoma Foundation is the premier international nonprofit organization dedicated to eradicating glaucoma, the leading cause of preventable blindness affecting 3 million Americans. The Foundation's mission is to raise public awareness about the need for regular, comprehensive eye exams and fund critical research seeking new treatments and cures for glaucoma. The Glaucoma Foundation is ready with resources to partner with other organizations and community groups that share our vision of a world without blindness. Together we can help eradicate blindness from glaucoma.

Glaucoma Research Foundation

460 Post Street, Suite 1427

San Francisco, CA 94102

Toll-free: 1-800-826-6693

Phone: 415-986-3162

Fax: 415-986-3763

Website: www.glaucoma.org/

E-mail: info@glaucoma.org

Description

Glaucoma Research Foundation (GRF) is a national, nonprofit organization dedicated to protecting the sight and independence of people with glaucoma. GRF's ultimate goal is to find a cure. GRF offers education and support for people with glaucoma and their families through *Gleams*, a bimonthly newsletter filled with regular research updates, treatment news, success stories, and more.

Materials for Children and Adolescents

Childhood Glaucoma: Reference guide for parents and professionals involved in the care of children with glaucoma; 36 pages.

Cost: Free for individual order; bulk order available with shipping and handling fee of \$25 per 10 books.

Illinois Society for the Prevention of Blindness

407 South Dearborn Street, Suite 1000

Chicago, IL 60605-1117

Toll-free: 1-800-433-4772 (Illinois only)

Phone: 312-922-8710

Fax: 312-922-8713

Website: www.eyehealthillinois.org/

E-mail: visionary@eyehealthillinois.org

Description

The primary mission of the Illinois Society for the Prevention of Blindness (ISPB) is to reduce preventable causes of blindness by educating the public on the necessity for and the methods of preventing blindness. ISPB accomplishes this mission for Illinois by taking a leadership role in the development and implementation of innovative programs and activities involving the preservation and enhancement of vision, including education and research activities.

ISPB participates in statewide community health fairs; sponsors professional education for ophthalmologists and optometrists; presents fourth grade and high school programs on eye safety throughout Illinois; funds starter research grants at major Illinois medical institutions; provides needy children with eyeglasses and low vision aids; operates the Illinois Eye Injury Registry, tracking serious eye injuries; helps set policy as a member of the State's Diabetes Advisory Coalition and Senate Task Force on Fireworks; and partners with the Illinois Department of Public Health and Illinois Department of Human Service on vision screening and other ocular issues.

Materials for Children and Adolescents

- Amblyopia/Strabismus
- Eye Safety at Home-Work-Play
- Don't Be Blinded By the Dangers of Fireworks (letter-sized posters also available)
- Vocational Eye Safety Bookmark
- *The Visionary* (ISPB newsletter) distributed twice a year
- Website: www.eyehealthillinois.org with sight-saving information on eye issues, including tapes of ISPB live call-in television shows through the Chicago Access Network Television (CAN TV).

Materials are available at no cost by contacting the ISPB through telephone, e-mail, or Website.

InFOCUS

327 Tealwood Drive

Houston, TX 77024

Phone: 281-397-9162

Fax: 281-440-7273

Website: www.infocusonline.org/

E-mail: info@infocusonline.org

Description

The mission of InFOCUS is to provide primary eye care to all populations, beginning with those most in need and hardest to serve due to poverty or geographical remoteness.

InFOCUS prepares local organizations to set up and operate Vision Stations in low-income communities. Each Vision Station offers free vision assessment, screening for acanthosis nigricans (to identify children at risk of developing type 2 diabetes), eye health and diabetes education, a children's eye health coloring book, referrals to cooperating eye care professionals for reduced-fee eye exams, and followup counseling to promote compliance. An optical dispensary at each site offers prescription eyeglasses at a nominal cost. All sites serve children; some serve only children and youth.

Materials for Children and Adolescents

I Can See, an appealing “read-to-me” eye health storybook for children.

Indian Health Service

Parklawn Building, Room 6-35

5600 Fishers Lane

Rockville, MD 20857

Phone: 301-443-3593

Website: www.ihs.gov/

Description

The Indian Health Service (IHS) seeks to provide comprehensive health services through IHS facilities, tribally contracted hospitals, health centers, school health centers, and health stations, including medical, dental, and environmental health programs. IHS provides optometric and ophthalmologic doctors in hospital and clinical settings, generally in remote areas with a substantial number of patients needing care, and provides special programs in disease prevention and health promotion.

Lighthouse International

111 East 59th Street
New York, NY 10022
Toll-free: 1-800-829-0500
Phone: 212-821-9200
Fax: 212-821-9705
TDD: 212-821-9713
Website: www.lighthouse.org
E-mail: info@lighthouse.org

Description

Lighthouse International, a worldwide resource on vision impairment and vision rehabilitation, is dedicated to enabling people of all ages who are blind or partially sighted to lead independent and productive lives.

The Lighthouse Center for Education seeks to educate people with vision impairment, their families, professionals, and the public about vision impairment and the availability of resources and services that help people overcome the consequences of diminished sight. Through its information and resource service (toll-free), it offers information about eye disease, as well as national and international vision rehabilitation services and resources for people of all ages with impaired vision.

Children's Eye Photoscreening Program (Lions Clubs International)

300 22nd Street

Oak Brook, IL 60523-8842

Phone: 630-571-5466

Fax: 630-571-5735

Website: www.lionsclubs.org

Description

Lions Clubs International is a service organization that provides community service and promotes international understanding and cooperation. Individual clubs work with the local community to provide needed and useful health-related programs on sight, diabetes, and hearing.

The Lions Children's Eye Photoscreening Program is an exciting service project that presents Lions with an opportunity to work with local eye care professionals and institutions to help make a measurable impact on preventable blindness among children. The program is built upon teams of committed Lions, armed with the MTI PhotoScreener, traveling to day care centers, nursery schools, and other locations where young children are. The Lions photograph each child. The pictures are interpreted by the Vanderbilt Reading Center. Children whose photographs show signs of amblyogenic factors are then referred to partnering eye care providers in their own community for further examination and possible treatment.

Louisiana Lions Cubsight Program

825 Kaliste Saloom Road, Building III-100

Lafayette, LA 70508

Phone: 337-262-5312

Toll-free: 1-866-282-7483

Fax: 337-262-5237

Website: www.lioneyes.org

Description

The Louisiana Lions Cubsight Program is designed to reduce the incidence of amblyopia in preschool children. Lion Club volunteers are trained to use the MTI Photoscreening camera to screen preschool children, ages 2 to 5 years old, in day care centers, Head Start Programs, and private/parochial schools across Louisiana.

The program is in its second year of operation. It is sponsored by the Lions Clubs International Foundation, Louisiana Lions Eye Foundation, Louisiana State University Health Science Center, Louisiana Office of Public Health, and local Lions Clubs.

Maryland Society for Sight

1313 West Old Cold Spring Lane

Baltimore, MD 21209

Phone: 410-243-2020

Fax: 410-889-2505

Website: www.mdsocietyforsight.org

Description

The Maryland Society for Sight is a nonprofit health education agency that works to prevent blindness and preserve sight for all Marylanders, regardless of geographic or economic limitations. The Maryland Society for Sight has been providing unique eye health education and screening services for Marylanders since 1909. The Maryland Society for Sight:

- Provides vision screenings for preschoolers and adults
- Provides eye examinations and glasses for the homeless
- Maintains a speakers bureau
- Works to prevent sports eye injuries in children
- Provides the public with information on eye health and safety.

National Association for Parents of Children with Visual Impairments

P.O. Box 317
Watertown, MA 02471
Toll-free: 1-800-562-6265
Phone: 617-972-7441
Fax: 617-972-7444
Website: www.spedex.com/napvi

Description

The National Association for Parents of Children with Visual Impairments (NAPVI) is a national parent organization that gives support, exchanges information, and refers resources to parents with children who have visual impairments. NAPVI reaches parents and families, community groups, and agencies nationally and internationally.

NAPVI programs include:

- Parent education through workshops and conferences
- A national parent-to-parent information and support network on specific childhood eye conditions and common concerns
- Publications in English/Spanish, including *AWARENESS* magazine
- Advocacy efforts to improve medical and educational services for children and their families
- The development of parent associations statewide, nationally, and internationally.

National Association for the Visually Handicapped

22 West 21st Street

New York, NY 10010

Phone: 212-889-3141 or 212-255-2804

Fax: 212-727-2931

Website: www.navh.org

E-mail: staff@navh.org

3201 Balboa Street

San Francisco, CA 94121

Phone: 415-221-3201

Fax: 415-221-8754

E-mail: staffca@navh.org

Description

The National Association for the Visually Handicapped (NAVH) is the only voluntary national health organization that serves solely the partially seeing—not the totally blind, for whom over 800 helping agencies exist. The NAVH's mission is to promote the use of residual vision so that impaired eyesight need not mean impaired life. To this end, a wide array of visual aids, large print materials, emotional support, educational outreach, and referral services are provided.

Materials for Children and Adolescents

- “Family Guide on the Growth and Development of the Partially Seeing Child,” and the Professional Guide to accompany it. Has input from parents of low-vision children and great guidelines to assist in raising a child with a visual impairment.
- “About Children's Vision—A Guide for Parents,” covers information about vision and eye diseases, etc. Very helpful in easy-to-understand language about eye deficiencies in children.
- One page (two sides), “About Children's Eyes,” discusses what parents should note as signs of needing glasses or possible eye deficiencies. It alerts parents and teachers to watch for possible signs of eye problems the child might have.

- “The Eye and Your Vision” publication is in large print and written for the lay public. It explains different refractive errors as well as covering common eye diseases found in children and adults. It contains a brief explanation about visual acuity and a description to assist in understanding low vision and low vision aids. A clear definition of an ophthalmologist and an optometrist is especially important for the reader.
- In addition to the above, the FREE-by-Mail large print loan library of more than 7,200 titles distributed nationwide contains many titles for children and youth.

**National Diabetes Education Program,
National Institutes of Health/
Centers for Disease Control and Prevention**

National Institutes of Health/Centers for Disease Control and Prevention
1 Diabetes Way
Bethesda, MD 20892-3600
Toll-free: 1-800-860-8747
Phone: 301-496-6110
Fax: 301-496-7422
Website: ndep.nih.gov

Description

The mission of NDEP is to reduce the morbidity and mortality of diabetes and its complications. NDEP, a federally sponsored initiative of the National Institutes of Health and the Centers for Disease Control and Prevention, involves public and private partners to improve the treatment and outcomes for people with diabetes, to promote early diagnosis, and, ultimately, to prevent the onset of the disease.

Materials for Children and Adolescents

- Diabetes in Children and Adolescents Fact Sheet—includes information about the different types of diabetes, special issues related to children, legal considerations, and resources.
- Resource Directory: Diabetes in Children and Adolescents—this Web-based directory provides links to governmental, educational, and voluntary organizations that offer information and resources related to children and adolescents with diabetes.
- Annotated Bibliography—this online resource for health care professionals and parents of children with diabetes provides abstracts of articles from the biomedical literature about children and adolescents with diabetes, risk factors, and special high-risk populations.

Prevent Blindness America®

500 East Remington Road

Schaumburg, IL 60173-4557

Toll-free: 1-800-331-2020

Fax: 847-843-8458

Website: www.preventblindness.org

E-mail: info@preventblindness.org

Description

Founded in 1908, Prevent Blindness America (PBA) is the Nation's leading volunteer eye health and safety organization. Prevent Blindness America serves millions of people each year through public information, research, and early detection. Together with a network of affiliates, divisions, and chapters, it is committed to preventing blindness and preserving sight. PBA and its network of field offices conduct vision screening programs in preschools and elementary schools to detect common eye problems like amblyopia ("lazy eye"), a sight-threatening problem in children.

Materials for Children and Adolescents

Play It Safe With Your Eyes—video education program on eye health and safety for children preschool through grade 2.

Prevention of Blindness Society of the Metropolitan Area

1775 Church Street, NW

Washington, DC 20036

Phone: 202-234-1010

Fax: 202-234-1020

Website: www.youreyes.org

E-mail: mail@youreyes.org

Description

The Prevention of Blindness Society of the Metropolitan Area is a nonprofit organization that seeks to prevent needless vision loss among people in the Washington, DC, metropolitan area. The Prevention of Blindness Society of the Metropolitan Area sponsors vision screening, eye health, safety education programs, and the Macular Degeneration Network, and provides eye care to the poor and homeless.

Materials for Children and Adolescents

"Your Child's Eyes" resource booklet for parents and caregivers of children with vision loss. Cost: \$5.

Response Card

Please take a few minutes to tell us about your program by filling out the card below.
You can just return the card or fax it to (301) 402-1065.

Name of Organization: _____

Contact Person: _____

Address: _____

Telephone: _____

Fax/E-mail: _____

1. In what type of event or promotional activity did your organization participate?

2. What other organizations did you work with to promote Healthy Vision Month?

3. What type of Healthy Vision Month materials did you use for your event?
(Please include the name and number you ordered and where you distributed them.)

4. Were the materials effective in their use? Which ones were not useful?

5. What type of media coverage or response did you get from your activities?

6. How many people participated in your event?

7. What other resources or new ideas did you find that helped promote Healthy Vision Month in your community?

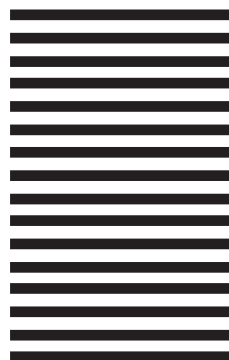
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HEALTH AND HUMAN SERVICES

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National Eye Institute-HVM 2003
31 Center Drive MSC 2510
Bethesda, MD 20892-2510**

Healthy Vision Month 2003

Materials Order Form

Free educational materials can be ordered by phone, fax, or the Internet. Because of the heavy volume of orders, please allow 3 to 5 weeks for delivery. Rush orders will be shipped at the requester's expense.

To place rush orders, call the National Eye Institute at 301-496-5248.

Toll-free: 1-800-869-2020; Fax: 301-402-1065;

Internet: www.healthyvision2010.org/

Item	Quantity
<i>Healthy Vision Month 2003 Resource Guide</i>	_____
<i>Healthy Vision Month-at-a-Glance Calendar</i>	_____
<i>See All You Can See: Activity Book for Ages 6 to 8</i>	_____
<i>Wild About Healthy Vision: Activity Book for Ages 9 to 12</i>	_____

Name _____

Title _____

Organization _____

Address _____

City _____ State _____ ZIP _____

Phone _____

Fax _____

E-mail _____